

# Fonterra Brands (Hong Kong) Ltd in Packaged Food (Hong Kong, China)

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Date: March 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: F21B7F70187EN

## Abstracts

Over the forecast period, Fonterra Brands (Hong Kong) Ltd is expected to focus its efforts on dominating the supply of dairy products in the foodservice channel. This is likely to be achieved by generating consumer awareness through the retail channel, as well as working closely with foodservice operators to better understand their needs, rather than being engaged in rapid new product innovations.

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